

Notice of Allowability	Application No.	Applicant(s)
	10/077,840	PERTTUNEN, CARY D.
	Examiner Cao (Kevin) Nguyen	Art Unit 2173

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to 08/07/05.
2. The allowed claim(s) is/are 25-47.
3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date _____
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.


CAO (KEVIN) NGUYEN
PRIMARY EXAMINER

DETAILED ACTION

Allowable Subject Matter

1. Claims 25-47 are allowed over the prior art.

The following is a statement of reasons for the indication of allowable subject matter:

Applicant has claimed uniquely distinct features of a method comprising receiving a search expression entered by a user, the search expression comprising one or more words; performing a search to find one or more book a of interest to the user based on a similarity between the search expression and a corresponding full text of each of plurality of books that are purchasable via an electronic commerce computer site; providing, to the user information associated with a book user-selected from the one or more books after said performing the search, wherein the information comprises an image of the book and a price of the book, and wherein the information is absent the full text of the book; making the full text of the book inaccessible to the user via the electronic commerce computer site; and performing a transaction in which the user uses the electronic commerce computer site to purchase the book. These features are not found or suggested in the prior art.

The present invention is directed to providing, to the user information associated with a book user-selected from the one or more books after said performing the search, wherein the information comprises an image of the book and a price of the book, and wherein the information is absent the full text of the book; making the full text of the book inaccessible to the user via the electronic commerce computer site; and performing a transaction in which the user uses the electronic commerce computer site to purchase the book. Each independent claim is identified “wherein the information is absent the full text of the book; making the full text of the

book inaccessible to the user via the electronic commerce computer site; and performing a transaction in which the user uses the electronic commerce computer site to purchase the book."

The closest prior arts Bowman and Call discloses a conventional detailed product information to shoppers who may purchase goods from existing stores via the Internet; either singularly or in combination fail to anticipate or render the above underlined limitations obvious.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

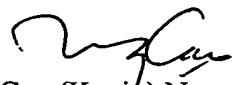
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cao (Kevin) Nguyen whose telephone number is (571)272-4053. The examiner can normally be reached on 8:30AM-5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (571)272-4048. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Application/Control Number: 10/077,840
Art Unit: 2173

Page 4



Cao (Kevin) Nguyen
Primary Examiner
Art Unit 2173

10/28/05